

**SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING**

(The Ad is Political, Relates to an Issue of Public Importance,  
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 261121

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Gary Klinicka  
Name

18250 NW 60 Ave  
Address

Reddick, Fl 326 86      352 389 0262  
Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER  
ARE:

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3. IF THE AD REFERS TO A CANDIDATE:

- The name of the candidate is Al Lombard - Brow Co Sheriff
- The candidate seeks election to the office of Brow Co Sheriff in  
the  Primary Election,  General Election, or  Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- The issue is \_\_\_\_\_.
- The Purchaser is \_\_\_\_\_.

**NOTE:** If the ad relates to an issue of state or local (not national) importance  
and does not refer to a candidate, only this Form should be filed in the Political  
File. Do not file the Order.



WPLG

## ORDER

Print Date 10/04/12

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Flight Dates 10/15/12-11/06/12

Contract / Revision 261121 / Est 1012

Order Sep 00:15:00

Original Date / Revision Agency Com 15%  
10/03/12 10/03/12 Billing Contact

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL ISSUE

Product Codes PL-Ballot-Related

Priority P-2

Advertiser Ref

Advertiser ISS/SECURING OUR SAFETY  
18250 NW 60th Ave  
Reddick, FL 32686

Agency GHH Incorporated

Buying Contact Sales Office MIA  
Sales Region LOC  
18250 NW 60th Ave  
Reddick, FL 32686 Agency Ref

Primary Account Executive

Local House

Account Executive Order% Start Date End Date  
Local House 100%

Order Share 30% Market Value 164000

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	31%	50840
WFOR	14%	22960
WPXM	%	0
WSVN	16%	26240
WTVJ	9%	14760

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	23	\$22,950.00	\$27,000.00	0.00	10/01/12	10/28/12	23	\$22,950.00	\$27,000.00
November 2012	18	\$18,870.00	\$22,200.00	0.00	10/29/12	11/06/12	18	\$18,870.00	\$22,200.00
Totals	41	\$41,820.00	\$49,200.00	0.00					

## Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 1	WPLG	10/15/12	11/06/12	M-F 12n News	CM	12-1230PM	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	16	\$9,600.00	
M-F LCL 10 News @ Noon (12:00 PM-12:30 PM)																
				Start Date	End Date	Weekdays	Spots/Week			Rate		Rating				
Week:	10/15/12	10/21/12		MTWTF--			4	\$600.00		0.00						
Week:	10/22/12	10/28/12		MTWTF--			5	\$600.00		0.00						
Week:	10/29/12	11/04/12		MTWTF--			5	\$600.00		0.00						
Week:	11/05/12	11/11/12		MT-----			2	\$600.00		0.00						
N 2	WPLG	10/15/12	11/05/12	M-F 5p LCL News	CM	5-530p	MTWTF--	:30	4	\$1,200.00	P-2	0.00	NM	13	\$15,600.00	
Local 5p News (5:00 PM-5:30 PM)																
				Start Date	End Date	Weekdays	Spots/Week			Rate		Rating				
Week:	10/15/12	10/21/12		MTWTF--			4	\$1,200.00		0.00						
Week:	10/22/12	10/28/12		MTWTF--			4	\$1,200.00		0.00						
Week:	10/29/12	11/04/12		MTWTF--			4	\$1,200.00		0.00						
Week:	11/05/12	11/11/12		M-----			1	\$1,200.00		0.00						
N 3	WPLG	10/15/12	11/05/12	M-F 6p LCL News	CM	6-630pm	MTWTF--	:30	4	\$2,000.00	P-2	0.00	NM	12	\$24,000.00	
M-F Local News																
				Start Date	End Date	Weekdays	Spots/Week			Rate		Rating				



WPLG

Print Date: 10/04/12

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Contract / Revision 261121 Flight Dates 10/15/12-11/06/12Hiatus DatesOriginal Date / Revision 10/03/12/ 10/03/12Order Sep 00:15:00Advertiser ISS/SECURING OUR SAFE1 Product Est 1012Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPLG	10/15/12	11/05/12	M-F 6p LCL News M-F Local News	CM	6-630pm	MTWTF--	:30	4	\$2,000.00	P-2	0.00	NM	12	\$24,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	MTWTF--	2	\$2,000.00	0.00										
Week: 10/22/12	10/28/12	MTWTF--	4	\$2,000.00	0.00										
Week: 10/29/12	11/04/12	MTWTF--	5	\$2,000.00	0.00										
Week: 11/05/12	11/11/12	M-----	1	\$2,000.00	0.00										
<b>Totals</b>														41	\$49,200.00